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IN THE CLAIMS:

Please amend the claims as follows:

1.   (Currently Amended) A method for targeting programming according to subscriber preferences, comprising:

propagating, via a forward application transport channel (FATC), a plurality of video streams representing respective pages of an interactive program guide (IPG), each IPG page depicting programming associated with a respective pair of channel groups and time slots;

polling the plurality of terminals for trend data, the trend data being generated by ~~an application~~ respective applications executing at the plurality of terminals, the trend data of each terminal including preference indicative information, the preference indicative information including subscriber interactions with at least one IPG page and subscriber selections ~~received at the terminals, the subscriber selections comprising selections~~ associated with at least one IPG page, wherein the ~~selections~~ subscriber interactions associated with the at least one IPG page comprise a plurality of remote control key presses associated with navigation by a ~~user~~ subscriber about the at least one IPG page ~~and a plurality of actions performed in response to the key presses~~;

receiving the trend data via a back channel;

determining trend data associated with accumulated subscriber selections; and

adapting at least one IPG page in response to said determined trend data.

2.   (Previously presented) The method of claim 1, wherein each received subscriber selection corresponds to an event, the method further comprising:

stamping each event with a time of occurrence for the event.

3.   (Original) The method of claim 2, further comprising:

associating each event with a source where the event occurred.

4.   (Previously presented) The method of claim 1, wherein the collected trend data is received periodically.

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5. (Previously presented) The method of claim 1, wherein the trend data is received in response to a request for the trend data.

6. Cancelled.

7. (Original) The method of claim 1, wherein the trend data includes user demographic information.

8. (Previously presented) The method of claim 1, wherein the trend data includes subscriber selections for specific programming choices.

9. (Previously presented) The method of claim 1, wherein the trend data is indicative of subscriber preferences for programming.

10. (Previously presented) The method of claim 1, wherein the subscriber selections include a selection for a particular filter icon from among a plurality of filter icons provided in a user interface presented at a set top terminal (STT).

11. (Previously presented) The method of claim 1, wherein the subscriber selections include a selection for a particular program provided to a set top terminal (STT).

12. (Previously presented) The method of claim 1, wherein the subscriber selections include a request for a particular program to be provided to a set top terminal.

13. Cancelled.

14. Cancelled.

15. Cancelled.

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16.   (Previously presented) The method of claim 1, further comprising:
        determining statistical information for the received trend data.

17.   Cancelled.

18.   (Previously presented) The method of claim 1, wherein the plurality of terminals are randomly selected for polling.

19.   Cancelled.

20.   Cancelled.

21.   (Previously presented) The method of claim 1, wherein each received subscriber selection corresponds to an event at a set top terminal (STT), and wherein the trend data includes a plurality of events collected at a plurality of terminals.

22.   (Previously presented) The method of claim 21, further comprising:
        categorizing the plurality of events into time of day at which the events occurred.

23.   (Previously presented) The method of claim 21, further comprising:
        categorizing the plurality of events into day of week in which the events occurred.

24.   (Previously presented) The method of claim 21, further comprising:
        categorizing the plurality of events by geographic regions in which the events occurred.

25.   (Withdrawn) A method for providing information in an information distribution system, comprising:
        receiving trend data based on user inputs at a plurality of terminals;

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analyzing the trend data in accordance with one or more categories; and

delivering contents to the plurality of terminals based at least in part on the

analyzed trend data.

26.   (Withdrawn) The method of claim 25, wherein the trend data includes

demographic information collected for the plurality of terminals.

27.   (Withdrawn) The method of claim 25, further comprising:

selecting and targeting contents for delivery to the plurality of terminals

based on the analyzed trend data.

28.   (Withdrawn) The method of claim 27, wherein the targeted contents include

advertisements or programming, or a combination thereof.

29.   (Previously presented) The method of claim 1, wherein:

said adapting comprises at least one of removing and adding programming from

an IPG page.

Claims 30-32. Cancelled.